

1 <sup>st</sup> Semester	ECTS	HWS	2 <sup>nd</sup> Semester	ECTS	HWS	3 <sup>rd</sup> Semester	ECTS	HWS
Corporate Positioning & Decision Processes	5	3	Dialogical Communication: Influencer, Social & Co.	5	3	Thesis & Colloquium	20	2
Customer Centric Management	5	3	Strategic & Digital Marketing	5	3			
Extended Marketing Management Skills	5	3	Data-driven Marketing topics	5	3			
Internal Marketing & Culture Shaping	5	3	Sales Excellence	5	3			
Entrepreneurial Thinking & Digital Models	5	3	Comparative Cultural Studies	5	3	Corporate Social Responsibility & Ethics	5	3
Contemporary Leadership Culture (Social Skills)	5	3	Interdisciplinary Elective (e.g. IDM or ISEM)	5	3	Advanced Research Methodologies	5	3
	30	18		30	18		30	8
90 ECTS								

	Specialization Modules from your study programme
	Faculty-wide modules (interdisciplinary projects from other programmes)
	Elective module from another UE faculty
	University-wide modules (interdisciplinary projects from other UE faculties)

List of abbreviations

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System